

## PRESS RELEASE

# Nexans Launches Industrial Ethernet Solutions in U.S. *Transforming Industrial Automation*

**NEW HOLLAND, PA USA – December 11, 2017** – Nexans announced today the launch of Industrial Ethernet solutions in the United States. The new product offering includes Nexans branded copper and optical fiber cables, cordsets, and field installable connectors in both RJ and M12 form factors.

According to recent market surveys<sup>1</sup>, the use of Industrial Ethernet to connect, control, and monitor factories is growing at a rate of 20% annually. Manufacturers are accelerating the implementation of Industrial Internet of Things (IIoT) and Industry 4.0 tools and processes to maximize profitability. This transformation, sometimes referred to as the Fourth Industrial Revolution, is encouraging manufacturers to migrate from legacy Fieldbus systems to the modern Industrial Ethernet, which is becoming the network of choice in harsh industrial environments for its simplicity, scalability, diagnostic capabilities and high performance.

*“Improving production uptime and maximizing manufacturing efficiency are of utmost importance to our customers, and our offering will help them achieve both objectives,”* said **Steven Vermeulen, Nexans EVP Americas**. *“Nexans is a leader in cabling solutions in Industrial markets, and we are excited to bring this offering to the U.S.”*

Nexans’ industrial solutions are specially designed and tested to ensure high performance in a variety of harsh conditions. In addition to superior data transmission capabilities, their industrial-optimized attributes include high-flex capability tested to millions of flex cycles, ingress protection to IP-67 performance, chemical resistance, and EMI capabilities with superior shielding effectiveness for noisy industrial environments.

Nexans Industrial Solutions will service the U.S. market through a specialized industrial sales force and distribution partners, both with a focus on industrial automation. The target audience will include decision makers and influencers at manufacturers, industrial contractors, engineering companies and system integrators.

For more information about Nexans Industrial Solutions, please visit [www.nexans.us/Industrial](http://www.nexans.us/Industrial).

<sup>1</sup>HMS Industrial Network Market Share Study, February 2017

### **About Nexans:**

Nexans brings energy to life through an extensive range of cables and cabling solutions that deliver increased performance for our customers worldwide. Nexans’ teams are committed to a partnership approach that supports customers in four main business areas: Power transmission and distribution (submarine and land), Energy resources (Oil & Gas, Mining and Renewables), Transportation (Road, Rail, Air, Sea) and Building (Commercial, Residential and Data Centers). Nexans’ strategy is founded on continuous innovation in products, solutions and services, employee development, customer training and the introduction of safe, low-environmental-impact industrial processes.

In 2013, Nexans became the first cable player to create a Foundation to introduce sustained initiatives for access to energy for disadvantaged communities worldwide.

Nexans is an active member of Europacable, the European Association of Wire & Cable Manufacturers, and a signatory of the Europacable Industry Charter. The Charter expresses its members’ commitment to the principles and objectives of developing ethical, sustainable and high-quality cables.

Nexans, acting for the energy transition, has an industrial presence in 40 countries, commercial activities worldwide, is employing close to 26,000 people and generating sales in 2016 of 5.8 billion euros. Nexans is listed on Euronext Paris, compartment A.

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